

REMARKS

Claims 2, 10, and 17 have been canceled without prejudice or disclaimer and claims 1, 4-9, 12-16, and 19-23 having been amended hereby.

Claims 1, 3-9, 11-16, and 18-26 are pending in this application, with claims 1, 9, 16, and 23 being in independent form. It is submitted that no new matter has been added by the present amendment.

Reconsideration is respectfully requested of the rejection of claims 1-26 under 35 U.S.C. 102(e), as being anticipated by U.S. Patent No. 5,930,474 to Dunworth et al ('Dunworth').

Applicant has carefully considered the Examiner's comments and the cited reference, and respectfully submits that amended independent claims 1, 9, 16, and 23 are patentable over the cited reference for at least the following reasons.

As recited in independent claim 1, Applicant's invention relates to a system for providing information, for example, an advertisement, to a user based on a data attribute. When a user accesses a web page and activates a "get map" button, an identification code associated with that web page is sent to a database containing, for example, street address, business type, or map information for displaying on a display screen. In

addition, the system may display other information, such as an advertisement, based on an attribute, for example, the business category or street address of the web page accessed, or the time of day or date. In this manner, the user views information that may be related to the web page initially accessed.

Dunworth, as understood by Applicant, relates to a system for organizing information by geographic area and topic. Using a computer interface, a user chooses a geographic area, for example, a state, either by selecting from a provided list or placing a pointer on an image map of a geographic area. Based on the geographic area selected, the user may select a sub-area, for example, a city within the state selected, from a sub-list or sub-image map in a similar manner. Once an area is selected, the user selects from a list of topics and sub-topics, for example, topic: "schools", sub-topic: "elementary schools". The system then searches local content and yellow pages databases with the selected area as a search reference and provides the user with information about general / specific goods and services related to the selected topic available in the selected geographic area. This information may include an address of a business and an advertisement for that business from the yellow pages database.

It is respectfully submitted that the system of Dunworth is different from Applicant's invention as recited in the amended independent claims for at least the following reasons.

Applicant respectfully submits that Dunworth does not show or suggest an identification code as recited in amended independent claims 1, 9, 16, and 23 of the presently claimed invention.

The presently claimed invention teaches an identification code, assigned to a web page, used to access a database containing a geographical location of an entity associated with the web page. When a user executes a "get map" instruction while viewing a web page, the identification code for that web page is passed to a database, the geographical location of an entity associated with that web page, for example, a business, is retrieved and a map of that location may be drawn.

Because Dunworth conducts searches for goods / services based on geographic region and topic chosen from a list or map, and does not conduct searches based on a web page visited, Dunworth does not show or suggest an identification code as recited in amended independent claims 1, 9, 16, and 23 of the presently claimed invention.

Accordingly, Applicant submits that amended independent

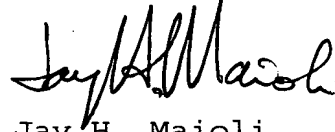
claims 1, 9, 16, and 23 and the claims depending therefrom are patentable over Dunworth.

Entry of this amendment is earnestly solicited, and it is respectfully submitted that this amendment raises no new issues requiring further consideration and/or search, because the functional aspects of the invention have merely been clarified in the amended claims

Favorable reconsideration is earnestly solicited.

Respectfully submitted,

COOPER & DUNHAM LLP

A handwritten signature in black ink, appearing to read "Jay H. Maioli", is written over the printed name.

Jay H. Maioli
Reg. No. 27,213

JHM:FAB

G:\Users\BRUNFRAN\Maioli\Sony 7217\Amendments\57620\OA 07-17-01\amendment -2.wpd

VERSION WITH MARKINGS TO SHOW CHANGES MADE

--1. (Three Times Amended) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

[information displaying means for displaying information in accordance with a command received from said display commanding means;]

first data storing means for storing map drawing element data [for drawing a map] corresponding to a geographic location;

second data storing means for storing said [geographical] geographic location [corresponding to contents displayed in accordance with said command received from said display commanding means] and for storing first attribute information so that said [geographical] geographic location and said first

attribute information correlate with said identification code;
[and]

third data storing means for storing advertisement data and
second attribute information corresponding to said advertisement
data;

map drawing command means[, linked from said display
commanding means,] for accepting said commanding signal sent from
said display commanding means, for searching [said first data
storing means to draw said map corresponding to said] a
geographic location [obtained from said second data storing
means] corresponding to said identification code [, wherein said
map, in accordance with a command received from said map drawing
commanding means, is displayed by said information displaying
means] pre-assigned to said information displaying means from
said second data storing means, searching said map drawing
element data corresponding to said searched geographical location
from said first data storing means, and controlling said
information displaying means to draw map information using said
searched map drawing element data; and

advertisement display commanding means for accepting said
commanding signal sent from said display commanding means,
searching an advertisement data from said third data storing

means, and controlling the information displaying means to display advertisement information using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--4. (Twice Amended) The information displaying system as set forth in claim [2] 1, wherein said second attribute information is a business category of said advertisement.

--5. (Twice Amended) The information displaying system as set forth in claim [2] 1, wherein said second attribute information is location information of said advertisement.

--6. (Twice Amended) The information displaying system as set forth in claim [2] 1, wherein said second attribute information is time information of said advertisement.

--7. (Twice Amended) The information displaying system as set forth in claim [2] 1, wherein said second attribute information stored in said third data storing means is composed of:

contents of said advertisement;

[geographical] geographic location information of said advertisement;

a business category of said advertisement; and

an effective period of said advertisement.

--8. (Twice Amended) The information displaying system as set forth in claim [2] 1, wherein said display commanding means includes linking means for linking said map drawing commanding means and said advertisement display commanding means.

--9. (Three Times Amended) An information providing apparatus [for providing information corresponding to a geographical location to a user information displaying apparatus via a network,] including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographic location on said information displaying apparatus, the apparatus comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

[information displaying means;]

first data storing means for storing map drawing element data [for drawing a map] corresponding to said geographic location;

second data storing means for storing said geographical location [corresponding to a particular identification code] and for storing first attribute information, so that said geographical location and said first attribute information

correlate with said identification code; [and]

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing commanding means for [searching said first data storing means to draw said map corresponding to said geographical location obtained from said second data storing means corresponding to said identification code, wherein, when said display commanding means assigned with said identification code is linked to said map drawing commanding means, said map drawing commanding means causes said information displaying means to draw and display said map] accepting said commanding signal sent from said display commanding means, searching said geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means,

searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--12. (Twice Amended) The information providing apparatus as set forth in claim [10] 9, wherein said second attribute

information is a business category of said advertisement.

--13. (Twice Amended) The information providing apparatus as set forth in claim [10] 2, wherein said second attribute information is location information of said advertisement.

--14. (Twice Amended) The information providing apparatus as set forth in claim [10] 2, wherein said second attribute information is time information of said advertisement.

--15. (Twice Amended) The information providing apparatus as set forth in claim [10] 2, wherein said second attribute information stored in said third data storing means is composed of:

contents of said advertisement;
geographical location information of said advertisement;
a business category of said advertisement; and
an effective period of said advertisement.

--16. (Three Times Amended) An information providing method for providing information corresponding to a geographical location to a user information displaying apparatus via a network

using a server, comprising the steps of:

pre-assigning a display commanding means with a unique identification code, for accepting a user's selecting operation and outputting a commanding signal to have said information displaying apparatus display the information when the display commanding means is selected by the user's selecting operation;

storing map drawing element data [for drawing a map] corresponding to geographical locations in first data storing means;

storing said geographical [location corresponding to a particular identification code] locations and storing first attribute information in second data storing means so that said geographical location and said first attribute information correlate with said identification code; [and

searching said first data storing means for drawing a map corresponding to said geographical location obtained from said second data storing means corresponding to identification code, wherein, when display commanding means assigned with said identification code is linked to map drawing commanding means, the step of searching is performed for drawing and displaying of said map by information displaying means]

accepting a commanding signal sent from a display commanding

means, searching a geographical location corresponding to the identification code pre-assigned to the information displaying means from the second data storing means, searching the map drawing element data corresponding to the searched geographical location from the first data storing means, and controlling the information displaying apparatus to draw map information using the searched map drawing element data;

accepting the commanding signal sent from the display commanding means, searching an advertisement data from the third data storing means, and controlling the information displaying apparatus to display advertisement information using the searched advertisement data;

determining a correspondence relationship between the first attribute information and the second attribute information;

determining the second attribute information corresponding to the commanding signal sent from the display commanding means using the determined correspondence relationship in the step of determining a correspondence, and searching the advertisement data using the determined second attribute information; and

displaying both the map information and the advertisement information at a same display screen, the map information and the advertisement information being generated by the map drawing

commanding means and the advertisement display commanding means,
respectively.

--19. (Twice Amended) The information providing method as set forth in claim [17] 16, wherein said second attribute information is a business category of said advertisement.

--20. (Twice Amended) The information providing method as set forth in claim [17] 16, wherein said second attribute information is location information of said advertisement.

--21. (Twice Amended) The information providing method as set forth in claim [17] 16, wherein said second attribute information is time information of said advertisement.

--22. (Twice Amended) The information providing method as set forth in claim [17] 16, wherein said second attribute information stored in said third data storing means is composed of:

contents of said advertisement;
geographical location information of said advertisement;
a business category of said advertisement; and an effective

period of said advertisement.

--23. (Amended) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing [an] page information [file] managed by said server apparatus, the information displaying system comprising:

geographical information acquisition means accepting an identification information [inputted from outside], generating geographical display information for displaying information corresponding to a geographical location, and sending said generated geographical display information to said information displaying apparatus, said geographical location being preset in correspondence with said identification information, and

advertisement information acquisition means generating advertisement display information for displaying advertisement information to be displayed with said geographical display information in corresponding to said identification information, wherein,

said server apparatus comprises displaying commanding means setting an unique identification information corresponding to said page information [file], and

said information displaying apparatus comprises

server access means accessing said page information [file] managed by said server apparatus via said network,

selection means selecting said unique identification information set in correspondence with said displaying commanding means of said page information [file], and

display means performing image display process in accordance with said geographical display information and said advertisement display information sent from said geographical information acquisition means and from said advertisement information acquisition means in correspondence with said selected unique identification information, respectively, wherein

said selection means of said information displaying apparatus selects said unique identification information to display the geographical display information on said display means, and

said advertisement information acquisition means generates said advertisement display information in correspondence to the selection operation of said selection means.--